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## A SWOT Analysis: Himachal Tourism Commercial Enterprise

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### Abstract

*Himachal Pradesh is a land which is bestowed with natural grandeur at its best - picturesque locations, snow capped mountains, lush green valleys, a cool climate and hospitable people. It is indeed the very lap of nature. It is therefore a fact that Himachal Pradesh has immense tourism potential; a potential that it must leverage and sustain. Tourism has its benefits which Himachal Pradesh must cash on without getting affected by its shortcomings. To leverage on this tourism potential, it is necessary for Himachal not only to sell itself but also analyse the needs, the perceptions, the preferences, the satisfaction of the customers that it can provide. Hence the study aims to analyse these terribly tourist responses with the assistance of a form. The study discovered that though Himachal has distinctive natural offerings it's not capable to money upon them thanks to lack of varied facilities. Most of tourists' expectations were met with however they trusted the presence of fine requirements like amenities, food and water and proper infrastructural facilities like accommodation, transport, accessibility, etc which were found lacking in certain cases. A majority of the respondents believed that they might get back supported the actual fact that the natural great thing about Himachal attracts them towards it however provided it develops the necessary facilities which may be lacking currently. The tourists believed that Himachal will have the potential of turning into one in all the world's prime tourist destinations, if it can overcome its deficiencies and market itself well so as to position itself unambiguously within the minds of tourists. It was therefore suggested that Himachal must develop its infrastructural facilities and promote its offerings in a sustainable manner. It must explore newer avenues in relation with nature and open up its unexplored areas.*

**Keywords:** Commercial, Enterprise Tourism, SWOT, Tourist

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### Introduction

Tourism revolves around novelty-seeking, and modern technology has made it talismanic for the tourist to seek out white virginity of the polar regions, to fly into space, and to discover the exoticism of the 'other'. Tourism ends up in enlargement of the mind Associate in Nursing journey of the soul; it promotes peace and amity during this strife torn world; it's an exercise in deontology to conserve the resources; Associate in Nursing environmental pilgrimage; and may additionally work for the advantage of the poor and therefore the poor. Tourism nowadays offers an odd world of experiences that has to be studied completely.

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“... Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and all Government.”

This statement made at the XXI United Nations General Assembly in 1967, acknowledges the importance of the tourism industry. Tourism's contribution to the planet economy is second solely thereto of oil and is about to raised it in another few years. It is thus alittle surprise that several countries within the world ar concentrating on the commercial enterprise sector to spice up up their economies. It was once the second warfare that commercial enterprise emerged as Associate in Nursing trade pushed on by fast advancements created within the field of communications and transport. This makes tourism the fastest growing industry worldwide. This "smoke-less" trade acts as a catalyst for socio-economic development and additionally encourages sympathy by transportation into its fold an oversized kind of activities and people that embody trades, usinesses, shopping, lodging, catering, transport arts and crafts, religion etc. The tremendous positive impact created by this wide accepted and flourishing trade has excited varied nations to channelise their efforts in developing their commercial enterprise trade and equipment up to meet the ever escalating demand.

### **Contributions of Tourism Industry**

Economic development

Infrastructure development

Employment generation

Community development

Restoration of culture

Environmental preservation

Promotion of harmony and understanding

### **Need and Significance of the Study**

Himachal Pradesh has immense tourist potential. It has got the natural beauty, the climate, etc. This potential has not been tapped effectively. Though absence of infrastructural facilities may be a major downside for exploiting this potential, lack of well coordinated and properly directed efforts in marketing is also a reason behind the inability of the Himachal commercial enterprise trade to mobilise a decent variety of tourists from inside and out of doors Bharat. Past studies on the commercial enterprise trade in Bharat have centered primarily on a way to sell the commercial

enterprise product. But it is more important to view it from the tourist's point of view. This study will help to understand their perceptions and needs and thus aims to-

- Exploit the full potential of Himachal tourism
- Improve the image of "Himachal"
- Increase tourist arrivals
- Combat the competition by newly developing tourist destinations
- Attract tourists best suited for Himachal conditions

### **Nature of the Study**

This is an exploratory study which attempts to analyze various factors that effect tourism in the state of Himachal Pradesh with the help of a questionnaire. The study primarily concentrates on analyzing a tourist's desires, preferences, perceptions and satisfaction.

### **Objectives of the Study**

- To analyze Himachal tourism using the Porter's model.
- to research perceptions and satisfaction of tourists to Himachal Pradesh.
- To develop customer profiles of tourists.
- To develop some methods to develop commercial enterprise in Himachal Pradesh.

### **Scope of the Study**

- The study is confined to the development and marketing of tourism in Himachal Pradesh.
- The study analysis responses provided in the questionnaires by the tourists who have visited Himachal Pradesh.
- The study analyses perceptions, preferences, satisfactions of respondents.

### **Limitations of the Study**

- The sample size may not be very large to generalize the results.

The sample might not be a real representative of the complete population.

- it's restricted to data provided each by primary and secondary knowledge
- The proportion of foreign tourists within the analysis was terribly less.

### **Review of analysis and Literature**

A radical study was done on data obtainable regarding commercial enterprise from numerous analysis papers, journals and literature. The literature surveyed may be classified as shown below:

- commercial enterprise promoting
- property commercial enterprise
- commercial enterprise trends
- different connected articles
- News articles

One fascinating article is by Rakesh Kapoor. Rakesh Kapoor, in his 'Measures To Promote Tourism In Himachal' gives various methods and suggestions to improve tourism in Himachal. According to him, each tourist place in the world, whether it be Switzerland or Kerala, have over the years developed a BRAND NAME for themselves. While European country is understood for its European Splendour, Kerala is known as God's own country. In fact, Himachal is Switzerland of India. However, it requires to be marketed smartly, especially when Uttaranchal is competing with Himachal. Similarly, one can market the tourist destinations of Himachal by creating a Brand Name. Brand Name emanates out of USPs (Unique Selling Points). Suggestions to make name (Brand Name Contest) might be invited from intellectuals, college students, employees from within the State. Marketing Professionals might even be consulted on this time. 5 to 10 minutes Film depicting the most important scenic spots; snow clad mountains; cultural heritage; popular Religious Institutions; traditional dance performances; International Melas/festivals; Trekking Routes; Angora Farms; Shawl Weaving; Apple orchards; Floriculture etc. of International Quality be created for showcasing the sweetness OF HIMACHAL. Such a Film should be screened in all the Duty Free Shops, Air India Flights and Lounges of International Airports within the country as well as other Countries, where it is possible and conjointly in TV channels dedicated to Travel and commercial enterprise. A large percentage of the Tourists who come to Himachal Pradesh travel by road following by rail and air. Although the road network in HP is by far better than several other states, a Tourist enjoys only when the Road on which he is traveling is good without any bumps. Roads are the lifelines of Tourism Industry in H.P. The author suggests numerous strategies with a read to boost the standard of the road network. He goes on to say that some of the best scenic spots

in Europe, where the Indian Film Directors visit for shooting have such flower bearing trees, offering out of the world beauty for the visiting tourists as is in Himachal. The agriculture Wing of construction Dept or the Forest Dept. should plant such flower bearing trees on either facet of some choose roads, where the tourist traffic exist. This will prove immensely attractive to the tourists. Moreover, even the administrators of Films conjointly could also be interested in shoot such fantastically enticing places.

\* A Study may be conducted about the tourist arrivals in all the important tourist destinations in the State. In fact, most of the Tourists flock to places like Simla, Manali, Dalhousie, Dharmasala, although there exist more beautiful places in Himachal. The study should focus on the following:

\* Identify the virgin places in the State where Tourists could travel (In fact, tourists would like to witness Apple fruits hanging from Apple trees), such as some important/notified Orchards; Deep Forests with excellent scenic beauty; Snow Points; Lovers' Points;

\* Promote facilities such as Road Network, hotels and other facilities.

\* Publicise such tourist destinations

\* Most of the Star Hotels in Mumbai and Bangalore have recently established facilities such as SPA, where the tourists release their tensions and get relaxed. In fact, Himachal is the right place for establishment of such SPAs, some of the HPTDC units should be selected for providing such SPAs.

\* A Band of educated unemployed could be selected from within Himachal and train them to be Excellent Professional Guides who can speak in fluent English and Hindi. Their services could be utilized by the Tourists. It is understood that presently a number of the workers of HPTDC square measure acting as Guides from the Transport Wing. Tapping the talent from non-public Sector would be fascinating.

\* Leh in J & K is an important tourist circuit for attracting tourists to Manali, HP. Suitable packages must be developed to attract them.

\*Although a number of the vital trek routes are known and hosted on the online website of commercial enterprise Dept. yet, there's a requirement to require the native individuals into confidence in numerous districts like Kangra, Chamba, Kullu, Simla, L&S, Kinnor to identify the TRADITIONAL TREK ROUTES, which are utilized by individuals for generations and provide them as a package to tourists. The Trekking Associations, if any, in the districts concerned needed to be consulted while formulating a package.

\*The Tourism Dept. in collaboration with the Dept. of Art, Language and Culture should organize “Talent Hunt” on the lines of “INDIAN IDOL” by appropriately naming the event ( Himachal ki shaan....suggestion only) and identify the best artistes of Himachal Pradesh. These best Artistes of Himachal could be exposed to the visiting Tourists in various Hotels. This will not solely facilitate in distinctive the new talent and enabling them feat new means that of support, however conjointly facilitate promote our culture.

\*Some of the most important and exquisitely beautiful scenic spots like NADDI Point near Mcleodganj, Dharmasala having been located in a Panchayat area, were completely spoiled due to haphazard construction of hotels/motels. Such unregulated activity needs to be checked and planned development of hills ought to occur, in order to protect the fragile ecological balance. The Tourism Dept. in collaboration with Town and Country Planning Dept. should find such places within the State for regulated and orderly development. Strategic Public and personal Partnerships with the Indian company Sector for promotion of business enterprise connected Activities as already initiated by the business enterprise Dept. in the kind of business enterprise meeting ought to be intensely followed up. The suggestions in this regard are as under:

- a) Invite Himachali NRIs for investment like in Jwalaji Temple
- b) Non-Himachali NRIs interested in investment be encouraged.
- c) The Business/Industrial Houses within the country who have already evinced interest in setting up their units in the State, could be encouraged to adopt one or two Tourism villages. The construct of business enterprise Village are often developed supported sure criteria which will be formed like proximity to the most Internationally glorious traveller attractions; access to Snow Points; access to communication including road transport; friendly and cooperative Panchayat; This will be the partnership between the community and the Corporate World.
- d) The cost of acquiring a piece of land in Himachal is increasingly becoming prohibitively costly for even Govt. of Bharat comes and {also the} non-public Sector also should be sharing an identical expertise. Ways and suggests that ought to be developed to spot appropriate lands in vital traveller destinations that can be given on an affordable value. This side has got to be viewed within the context of incentives being offered by Uttranchal and J & K. A study may be conducted to ascertain from which of the countries in the world tourists are visiting India and especially Himachal Pradesh. Aggressive marketing of Himachal as a Tourist Destination should be done in those countries from where the tourist arrivals are substantial. The non-public Tour Operators/Travel Agents in those countries could also be broached for enhancing traveller arrivals. International/National/Regional Painting Competitions may be organized in memory of late Roreich, in Himachal Pradesh. The Painting Competition ought to be command at vital Landscape



Points for On-the Spot-Painting like Roreich. This will bring all the painters from all over the world. The business enterprise Policy of a state encompasses the Transport Policy; cordial reception Policy; Health Policy; biological science Policy; packaging Policy and Culture Policy. At the State govt. level, there is an immense need to co-ordinate the programmes of Tourism Promotion in a concerted manner. It is, therefore, steered that the executive Secretaries of all the Departments involved might meet sporadically below the post of the worthy cabinet minister to produce the mandatory impetus to tourist promotion. All Centrally Sponsored Schemes below the Ministries of business enterprise, Surface Transport, Health, Water Resources, Rural Development, Forests should be collectively tapped for promoting tourism in the state of H.P. The tourism policy should focus on two man made lakes namely Pong and Gobind Sagar, the former has already been declared a national wet land and Ramsar site for development of adventure tourism, water sports and developing way side amusement parks and tourist villages to attract large number of tourist ready to visit from peripheral districts of Punjab and Union Territory of Chandigarh on week ends and vacation.

### **Research Design**

The study is basically exploratory in nature. The study tries to investigate the tourist's responses concerning numerous factors of business enterprise in Himachal Pradesh. It was done with the help of a questionnaire analysis.

### **Data Collection**

The gathering of knowledge during this study has been through the survey methodology. The present study has been done supported primary knowledge and secondary knowledge. The primary data was collected by administering questionnaires to tourists who have been to Himachal Pradesh. Secondary data was used, to support the primary data. The major sources of information were the various journals, news paper reports, research articles, market research agencies and the World Wide Web.

### **Questionnaire Design**

The primary objective of the questionnaire survey was to obtain an insight into the tourist perceptions about Himachal tourism. The questions asked pertained to various factors that affect their stay in Himachal Pradesh. The resultant final form was of AN intermediate structured – open kind. It contained twenty four queries of that some were closed and a few were open terminated queries.

### **Sampling Procedure**

The sampling procedure followed was a case of convenient sampling. The target respondents were tourists who had been to Himachal Pradesh. About two hundred questionnaires were administered, of which only around 155 were returned. The final analysis was finished a hundred and fifty questionnaires, the others being non-satisfactory

### **Data Treatment Methods**

The raw data collected from the questionnaires was suitably coded and tabulated to make statistical inference. The data was fed into the 'Statistical Package for Social Sciences' (SPSS). From this structured information, suitable information was extracted, analyzed, tabulated and illustrated with the help of factor analysis, discriminant analysis and other tools.

### **Analysis using Porter's Model**

Associate degree analysis was done victimisation the Porter's 5 forces model, concentrating mainly on the customers. The 5 forces, according to Michael Porter, which every industry must take care of, are as follows:

- Customers
- Competition
- Suppliers
- Substitutes
- New entrants

#### **(A) Customers**

Customers are the foremost vital force to any business. The industry exists because of them. The business should so try and reach most client satisfaction. But today's customer is far more difficult to please and even more so in the tourism industry, it being a service. Today's customers have a lot of choices to settle on from, they are more knowledgeable, more information is available to them, and so on. Hence it is necessary that their needs and preferences are understood so that the tourism industry in Himachal can understand as to where it stands in providing satisfaction to the tourists. This terribly analysis has been finished the assistance of a form. The findings of the study indicated the subsequent with explicit relevance Himachal Pradesh.



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- Holidaying is the most common purpose of visit to Himachal Pradesh. This is a fact that must be leveraged to accrue benefits. People who came for spiritual functions were principally from close places in North Asian nation.
  - Hotels are the foremost used suggests that of accommodation employed by tourists whereas there are few takers for habitation and guest homes.
  - The typical length of stay was found to be five days that isn't too long nor too short. Himachal should find means to elongate the stay by providing the necessary offerings.
  - Most of the tourists used bus for reaching Himachal Pradesh. Railways and airways should be provided to facilitate convenience to the tourists in reaching Himachal.
  - Word of mouth was found to be the foremost effective methodology of communication in influencing the traveller to settle on Himachal as a traveller destination. Other mediums of data additionally ought to be used effectively to urge across the desired message.
  - Holidaying in Himachal is finished usually with the corporate of one's family and relatives. Visiting with friends is also an option. Therefore cluster travel is a lot of most well-liked during this region.
  - Tourist traffic is concentrated to few places like Shimla, Kulu, Manali, etc. A large portion of Himachal is yet to be explored.
  - Satisfaction of tourists was found to be targeting some variables like scenery, climate, etc. They weren't terribly glad with the costs, shopping facilities, water, etc. The various satisfaction variables could be classified under the following factors or components as follows: **1. Infrastructural factors:**
    - Accommodation
    - Transport
    - Accessibility
    - Shopping facilities
    - Informative
  - 2. Services and Safety factors:**
    - job • amusement

- native individuals

- Safety three.

### **3. Necessities:**

- Food
- Water
- Amenities

### **4. Cost related factors:**

- Prices
- Value for money

### **5. Natural or unique factors:**

- Scenery
- Climate
- Overall satisfaction.

It will be noticed that overall satisfaction is clubbed with variables like scenery and climate therefore suggesting that a tourist's satisfaction depends for the most part on a place's distinctive offerings. Here satisfaction of a tourist was related to the prime offerings of Himachal i.e. scenery and climate infrastructural factors, service factors, necessities, cost factors and natural or unique factors.

- prepackaged tours are employed by a really little variety of tourists. The satisfaction gained in using them are not so significantly different from not using them. But there have been factors like job, food, etc which were more satisfactory for those who had used a packaged tour.

- Most of the individuals felt that Himachal Pradesh had the potential of changing into one among the world's high traveller destination. Their opinion was based on the fact that Himachal has the natural beauty and climate and if the other facilities could be improved then it certainly could become a top destination.

- People's expectations in Himachal were generally met with but they depend on the presence of necessities and infrastructural facilities.

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- Himachal is compared more attractive than similar places in India by most people but it is equally or not so attractive when compared to places abroad.
  - Inconveniences Janus-faced by the tourists:
    - several respondents didn't mention any inconveniences, but those that were mentioned were quite common to most of the respondents. Some of the inconveniences faced were:
      - Lack of transport facilities
      - Water shortage in summer months
      - Bad and zig-zag roads
      - High population concentrated in certain places
      - expensive (especially within the peak periods)
      - High bus fares
      - Lack of correct data accessible to tourists.
      - Land slides
      - Locals and coolies occasionally taking advantage of tourists
      - Lack of shopping facilities catering to the upper segment
    - No diverse culinary (ex: difficult to find catering of South Indian food) a number of these inconveniences round-faced could also be because of natural factors however most ar because of lack of correct infrastructural facilities and wants, which can be avoided if correct care is taken and coming up with is finished.
  - Suggestions from the tourists: The suggestions were in direct relevancy inconveniences round-faced. Some of them were:
    - Provision of needed info in touristry centers
    - Clean and maintain the setting in bound places
    - Improve roads and transport facilities
    - searching complexes
    - Provision for decent water
    - a lot of coverage within the media

- a lot of car parking zone
- various cooking should be obtainable
- Presence of hotels for the lower phase in peak months
- Clinics should be provided
- Non-exploitation by locals
- Parks and play grounds should be provided
- Improve teaching facilities
- ought to be connected and accessible
- a lot of recreation facilities for tourists
- show of needed info
- Publicize native handicrafts

All the on top of info is extremely valuable because it directly provides the attitudes, behaviour, needs, wants, preferences, etc of the tourists, which are very helpful in building marketing strategies to encourage tourism.

### **(B) Competition**

Himachal faces various levels of competition in the tourism industry. Within Asian nation itself there's competition from alternative hill stations like:

- Darjeeling • Nilgiris ( Ooty, Kodaikanal) • Uttaranchal • Jammu & Kashmir It also faces competition at a higher level from other tourist spots in India like:
- Goa • Kerala • Rajasthan

At the international mountain tourism level there are big players like:

- Switzerland • New Zealand • Alaska

To counteract these various levels of competition, Himachal must find ways to differentiate itself from others with its unique offerings and position itself uniquely in the minds of the people. For this it must build a unique selling proposition (USP). To match international competition it should 1st benchmark itself with them.

### **C) Suppliers**

Suppliers within the touristry indicate all the service suppliers like:

• Airline trade • Railways • Travel agents • Locals • building trade • Government Service, unlike a product, has totally different characteristics like incorporeality, inseparability, variability, perishability, etc. To manage these, the use of the following “3 P’s” will come in handy-

• Physical evidence • People • Place

#### **D. Substitutes**

The substitutes to Himachal tourism are any other options that a person would like to do on a holiday like:

• Religious gatherings is gaining ground

• Internet • Television • Video games • Parks These substitutes although do not directly effect tourism, they can still be a deterrent to it. Instead of traveling to far flung distances for a vacation, today’s man finds easy entertainment from the above. Also the conception of Associate in Nursing annual vacation is however to catch up in Asian nation. They must so be accustomed one’s own advantage by creating them obtainable at the traveler spots.

#### **(E) New Entrants**

Every state in Asian nation is currently setting out to notice the potential of touristry and so are unambiguously positioning themselves like: • Temples in Madras • Wild life in Assam • Ayurveda in Kerala Also there are indirect threats from other entertainments like:

• Theme parks • Shopping malls • Internet Himachal must too build a USP to realize a footing over others and leverage its distinctive offerings to its own advantage. The internet will be accustomed its advantage for advertising and communication.

#### **‘SWOT’ Analysis**

##### **Strengths:**

• Pleasant weather that is right for the tourists to come back for the annual summer vacation to flee the hot heat of the plains.

• Scenic beauty of the Himalayas, which draws tourists away from the crowded and polluted towns and cities.

• piece of land is ideally suited to numerous journey activities.

• Some very well known tourist hill- stations.

- It will attract tourists all throughout the year.
- Hospitable folks

**Weaknesses:**

- Inadequacy of transport facilities
- Funds constrictive the event of regions.
- Inadequacy of information channels.
- Overcrowding of popular tourist centres.
- Some places are inaccessible, especially in winter.
- Inadequacy of marketing. • Lack of adequate infrastructural support.

**Opportunities:**

- The conception of holidaying is gaining quality in Asian nation among numerous categories of individuals.
- Increased disposable incomes of the Indian middle class.
- Adventure sports and trekking.
- Eco- tourism is gaining popularity.
- Himachal contains many unexplored regions.

**Threats:**

- Kashmir is being spread out and will divert an outsized portion of tourists to itself.
- numerous alternative places in Asian nation ar providing stiff competition.
- Environmental factors also impose a threat.

**Recommendations**

- Himachal should be ready to offer hotels to cater to all or any segments of the society. It should market its tenting facilities a lot of and make sure that they're safe to use. Packaged tours also have to be marketed.

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- It should open avenues for business opportunities, could be tourism related itself, and cash on its vast religious backdrop.
  - Railways should be a lift so long distance travel becomes straightforward. Low price airlines and heavier-than-air craft services can also be wont to reach the inaccessible regions betting on the weather conditions.
  - diversion facilities should be provided so as to make sure a extended keep by the tourists. They must have a novel issue to require back with them.
  - Newer sources of communication just like the net should be used effectively to influence and advertise.
  - Family entertainment facilities must be developed. More playgrounds and parks must be made. Schools can also be targeted for excursions.
  - Create new planned tourist destinationsspot from the unexplored regions Which must be opened up atleast in the peak months.
  - Basic infrastructural facilities ought to be developed additional. Roads need to be improved. Parking space must be provided.
  - Basic necessities must be provided. Water availability has to be catered to. A diverse vary of cookery should be provided to cater to the requirements of tourists from varied places across Asian country and also the globe.
  - Shopping facilities need a boost. Shopping malls can be opened up.
  - data should be obtainable to tourists in any respect places.
  - Eco-tourism must be developed and promoted.
  - Exploitation of tourists by locals must be minimized.
  - Facilities for higher education must be improved.
  - Local culture and handicrafts must be promoted Congestion in popular tourist spots must be dispersed.
  - It can attract more movie makers since it is endowed with scenic spots. A film town might even be designed for this purpose.



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- Insurance may be obtainable to tourists, especially for adventurers.
  - non-public participation in developing business enterprise should be a lift.
  - Melas and festivals should be command thus on embrace the tourists.
  - Rope cars, skiing and other facilities can be provided.
  - Orchards and forests could also be promoted as traveller picnic spots.
  - Himachal emporiums across India must be able to act as agents for promoting Himachal tourism.
  - International cricket matches and alternative sports might act as selling agents to business enterprise.
  - Celebrity endorsements could help to market tourism.
  - More advertising in media, magazines, etc are needed.
  - Guided tours could be improved and promoted.
  - Cleanliness and environmental property should be taken care of.
  - It could endorse vacations for prize winning lotteries.
  - Role of government and travel agents needs to be emphasized.
  - Keeping all the stakeholders in mind, a sustainable strategy is needed.

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